

ECONOMIC DEVELOPMENT POLICIES

QUALITY OF LIFE STATEMENT

We want to stimulate economic development, which facilitates the expansion and creation of locally owned businesses, including agriculture and by attracting environmentally safe industries. We want economic development, which creates jobs, diversifies the economic base, enhances and restores resources for generations.

POLICY 45

Encourage the location of newly developing neighborhood scale commercial and office use to be within their defined village centers.

ACTIONS:

- a) Promote adaptive reuse of historic buildings for neighborhood commercial uses by providing incentives such as parking space requirement waivers and setback waivers.
- b) Pursue County recognition of historic buildings or landscaped areas by establishing a County landmark program.

POLICY 46

Balance economic development and the quality of life for existing communities as well as for newly developed areas.

ACTIONS:

- a) Create enterprise zones to stimulate balanced economic growth in areas such as, but not limited to, Second Street, north of Rio Bravo and south of Woodward, Broadway Boulevard and Isleta/Bridge Boulevards (boundaries established in the Bridge/Isleta Revitalization Plan).
- b) Promote partnership between the community and the business sector by allowing joint use of public/private facilities, such joint uses could include farmers markets or community entertainment events.

Industry

POLICY 47

Industrial development shall be in accordance with existing environmental and geological conditions.

ACTIONS:

- a) Permit industrial economic development where water availability and quality can sustain such industry.
- b) Expect local industry to implement innovative and self-sustaining wastewater disposal and treatment.
- c) Restrict new industrial development in areas of fragile soil conditions or in geographically unfit areas, unless indisputable evidence is presented that the area will not be adversely affected.
- d) Locate industrial development in areas with appropriate road design, drainage and infrastructure conducive to industrial activity.
- e) Limit the scale of industry to an appropriate compatible and sustainable level considering environmental factors such as soil conditions, water availability, air quality, noise and suitable geographical formations.
- f) Develop and enforce performance criteria to guide environmentally responsible industrial development, including criteria on natural resources, development intensity, wastewater facilities, traffic generation, land use compatibility, air quality, noise control and design guidelines.

POLICY 48

Industrial development shall benefit Area Plan residents through community reinvestment efforts such as providing employment to local residents, and building an attractive and competitive business atmosphere.

ACTIONS:

- a) Industry shall assist the community in a long-term capital investment plan for infrastructure that will make themselves and the community more competitive in national and international markets through public and private partnership.
- b) Integrate the participation of industry in workforce development strategies with local community, other businesses, schools and government agencies to promote first source hiring. Expect industry to include specific language in their strategies, plans, proposals and other policy documents regarding local workforce development.
- c) Industry representatives shall work with local vocational/technical schools, universities, colleges and high schools to create a skilled labor force to serve the industry needs and the future emerging employment.
- d) Encourage industries to create and implement apprenticeship programs with local educational systems and Bernalillo County to include programs such as guaranteed first consideration upon graduation.
- e) Encourage industries to form local partnerships with educational and government agencies to address job technology needs of local industry and increase local labor force skills.
- f) Encourage industries to use local suppliers for their manufacturing needs.
- g) Encourage the revision of state and county taxes, which constrain economic development and job creation, e.g. service sector taxes, income taxes and others in order to support local economic development.

- h) Document growth or decline of all county tax revenue by category and site of tax collection in order to track business viability in the plan area.
- i) Establish energy saving criteria for all public infrastructure, buildings and proposed construction projects to assure the least public investment for energy cost, at the onset and over the life of the structure or project.
- j) Support the return of a prescribed portion of property tax and gross receipts tax back to the community of origin for infrastructure and economic development.

POLICY 49

Promote small scale community commercial centers which foster a market place atmosphere; improve profit for small businesses; provide jobs; and circulate dollars within the Area economy to enhance a community environment and meet retail, recreational and service needs of Area plan residents.

ACTIONS:

- a) Create market sectors with tax incentives, low interest loans, etc. for businesses that substantially contribute to a market place atmosphere.
- b) Encourage design criteria, which creates a plaza type market place atmosphere in areas of new development.
- c) Provide tax incentives for businesses, which guarantee local job training and hiring.
- d) Encourage local ownership of businesses within market sector.
- e) Businesses within the market zone will be of neighborhood scale.
- f) Support the establishment and operation of an enterprise development center, to include business incubators to support existing and new businesses, including recommendations for special tax abatements.

POLICY 50

Emphasize job creation and expansion of employment opportunities for the residents of the Southwest Area Plan.

ACTIONS:

- a) Use Housing and Urban Development (HUD), Community Development Block Grant (CDBG), Section 108 funds to create a federally guaranteed loan fund to pursue physical and economic revitalization projects within the Southwest Plan Area.
- b) Base Job Creation Tax Credits and property tax credits to new or expanding companies on the number of new jobs created or retained for the residents of the Southwest area.
- c) Utilize resources and support applications for federal programs and resources such as HUD, CDBG, and Section 108 funds to create a federally guaranteed loan fund; and the Economic Development Administration for grants supporting local economic development initiatives such as economic planning, business incubators, job training, and other programs.
- d) Emphasize community reinvestment as a criteria for tax incentives, for example, local job creation and livable wages.
- e) Link Industrial Revenue Bonds (IRB) to acquire land, building and/or equipment with certain required outcomes for the Southwest Area community, i.e. job creation, basic health care, livable wages, and career opportunities to ensure social and economic stability in the Area.

Agriculture

POLICY 51

Ensure the availability of land for agriculturally based economic development in the Southwest area.

ACTIONS:

- a) Identify local agricultural resources using the Land Evaluation Site Assessment System to determine suitability of areas and designate those sites for agricultural development.
- b) Assess and rate farmland to update and revise the 1985 Southwest Area Plan Vol. 1 - Existing Conditions.
- c) Preserve suitable agricultural production areas with high potential for economic output using applicable and adopted mechanisms such as agricultural overlay zones, conservation easements, transfer and purchase of development rights, agricultural districting, cluster development, Greenbelt tax assessments, and water trusts.
- d) Adjust Greenbelt criteria to encourage reactivation of suitable agricultural lands that are currently fallow.
- e) Encourage development of structures on land that are not suitable for agriculture.
- f) Discourage the conversion of prime agricultural land along the valley floor zoned A-1, for uses that will endanger water systems, neighboring agriculture, and rural character, i.e. large-scale commercial, industrial and subdivision development.

POLICY 52

Conserve natural resources that are vital to agricultural based economic activities.

ACTIONS:

- a) Promote stability of the environment through aquifer recharge and preventing further air pollution and soil and water contamination.
- b) Protect water rights and water networks from adverse impacts of development.
- c) Foster interagency consensus between Bernalillo County Departments, the Middle Rio Grande Conservancy District, and other community agencies such as Community Development Corporations through a joint agreement to regulate and review development and impacts on agricultural land and water.

POLICY 53

Preserve agricultural land along the Rio Grande to prevent further contamination and sustain the Greenbelt.

POLICY 54

Promote and assist the viability of agricultural based economic activities in the Plan Area

ACTIONS:

- a) Promote Sustainable economic development venture that grow from the local agricultural base and assist farmland owners with maintaining and enhancing agricultural activity through agricultural base tax incentives, cooperative ventures and promotion of agricultural production.
- b) Enhance opportunities for agricultural business activity such as incubators and commercial kitchens through local and regional marketing strategies.
- c) Encourage programs to coordinate the reactivation of fallow farmland to increase farm production.
- d) Encourage local processing to strengthen the Area economy.
- e) Assist in marketing of local agricultural products.
- f) Encourage a "buy local" program.
- g) Promote fair financing and small lending programs for agricultural based economic activities.
- h) Encourage an agricultural cooperative to increase marketing possibilities as well as decreasing the cost of inputs.
- i) Assist in establishing potential markets for local goods, e.g. farmers markets, local food co-ops, health food stores, mom and pop stores, public schools, private schools, colleges, businesses, correctional facilities and restaurants.

POLICY 55

Promote a transitional use of land along the Second Street corridor for the purpose of stimulating economic activity in accordance with residential and environmental needs.

ACTIONS:

- a) Create a transitional use zone as an overlay where appropriate.
- b) Businesses within the transitional use zone should complement each other so as to support self-sufficiency of the Area economy.
- c) Give incentives to local business to locate in the area and/or purchase materials for production from business within the area.
- d) Give priority to businesses headquartered in the Southwest Area Plan boundaries that request license to operate within the transitional use zone.
- e) Uses within the transitional use zone should increase in intensity eastward from the least intense, at the Barr Canal, to the most intense at I-25.
- f) Within the transitional use zone, designate specific land uses that are appropriate for environment and economic development, such as market place and large-scale commercial retail, office and manufacturing.

Transitional Land Use

POLICY 56

Encourage transitional land uses east of Second Street to the San Jose Drain as a buffer to prevent further contamination from heavy industry, and to protect the health and safety of residents, agricultural land, and water table, while promoting diverse economic activity.

ACTIONS:

- a) Encourage and direct C-N, C-1, and O-1 land uses for areas east of Second Street to the San Jose Drain to allow for diverse economic activity.
- b) The County of Bernalillo may provide infrastructure as an incentive for light industrial business and commercial development in the above-mentioned area on a case-by-case basis. These incentives can include fee waivers, a fast track permitting process, provision of limited infrastructure needs and tax rebates for infrastructure costs paid by the developer.
- c) Limit business to an appropriate size and scale in the area east of Second Street to the San Jose Drain between Woodward and Rio Bravo.
- d) Provide incentives, such as infrastructure and tax credits, for heavy industry to develop east of Broadway.

POLICY 57

Preserve the ceja (mesa edge) from Central Avenue south to Rio Bravo Blvd. as open space to protect development below the ceja.

ACTIONS:

- a) Create a transition development area of light impact and limited scale activity, which contours to the ceja open space buffer when development is proposed.
- b) Promote clean and innovative industrial development and commercial activity within the transition area that does not compromise fragile soil conditions.

POLICY 58

Economic development on Central Ave. shall be consistent with objectives in the West Route 66 Sector Development Plan.

ACTIONS:

- a) Promote a positive visual impression along Central Avenue in order to achieve a positive streetscape and quality site design to foster appropriate and compatible adjacent industrial and commercial uses.
- b) Encourage travel-related commercial development on land south of Central extending east from the I-40 and Central interchange.
- c) Encourage C-2 and limited development adjacent to the south side of Central, from 106th Street to the current commercial uses at the I-40 and Central interchange, due to unstable soils and limited capacity for on-site sewer systems.

Historic Village Centers

POLICY 59

Encourage local non-profits to partner with private developers and lending institutions to implement suggested economic development and land uses outlined in policies 44, 48 and 49.

ACTION:

- a) Provide incentives for local non-profits, such as Community Development Corporations (CDC), to receive tax credits and infrastructure to promote conforming land uses; for example, fee waivers, tax rebate of upfront infrastructure costs, and County support throughout the development process.

POLICY 60

Enhance historic village centers (Atrisco, Five Points, Armijo, Pajarito and Los Padillas) with government agencies and/or local non-profits of appropriate scale in order to preserve their character, enhance aesthetic value, sustain local business, and provide residents with retail and public services.

ACTIONS:

- a) Invest in infrastructure for village centers in order to establish a governmental, commercial, and residential mix of neighborhood scale to benefit community needs, such as a post office, health clinic, motor vehicle satellite, small retail, office space, etc.
- b) Promote incentives such as infrastructure and tax credits for small businesses to cluster within historic village centers.
- c) Encourage exterior building design in a manner consistent with the historical character of the area.
- d) Provide tax incentives and assist existing business in and around village centers to renovate and redesign store facades, and rehabilitate older structures and historic plazas.

POLICY 61

Encourage economic development of neighborhood character and scale along Isleta Boulevard consistent with the existing rural/urban mix.

ACTIONS:

- a) Maintain current zoning for business, residential and agricultural lands along Isleta Boulevard.
- b) Establish adequate public transportation for Valley residents.
- c) Maintain low traffic speeds to encourage through traffic to frequent area businesses.
- d) Promote rural and pedestrian friendly design of the Isleta Boulevard business district.
- e) Assist existing businesses along Isleta Boulevard to renovate buildings and redesign facades to attract customers.

POLICY 62

Encourage and support alternative water uses for industrial and commercial sites located on Paseo del Volcan.

ACTIONS:

- a) Encourage industry to implement innovative and self-sustaining wastewater disposal treatment.
- b) Support industrial and commercial developers through tax incentives and IRB's to use alternative water sources rather than drawing from the valley floor.

POLICY 63

Locate future regional commercial activity in designated commercial center sites to meet the retail needs of Area residents while preventing long-term impacts such as excessive runoff or drainage of water from the valley floor.

ACTIONS:

- a) Allow large-scale commercial development west of Coors between Central and Dennis Chavez Boulevard, in areas where transportation conditions will allow for easy access, flow of traffic, and a high level of safety.
- b) Establish concentrated commercial zones on the corner of Unser Boulevard and Dennis Chavez Boulevard (Rio Bravo); 118th Street and Dennis Chavez Boulevard; and the Southwest corner of Dennis Chavez Boulevard and Paseo del Volcan.

POLICY 64

Require that large-scale development adheres to the following criteria to attain a balance between community needs and environmental conditions.

ACTIONS:

- a) Ensure proper drainage specific to the geographic and geological conditions of each site.
- b) Require businesses to utilize conservation and mitigation measures to preserve water quantity.
- c) Require a community impact analysis of proposed large commercial development.
- d) Require an adequate buffer zone between commercial centers and residential areas, such as low impact and neighborhood scale commercial activity.
- e) Encourage development designs that utilize native landscaping, ensure safety, enhance aesthetics, and foster community interaction.

POLICY 65

Commercial, industrial and residential development on Pajarito Mesa shall be discouraged until the forthcoming Pajarito Land Use and Access Study recommendations are completed.

ACTIONS:

- a) Encourage neighborhood commercial development to locate within the Pajarito Village Center.
- b) Encourage large-scale commercial and industrial development to locate in other appropriately designated areas within the plan.